ORDER

100292 Orders Order / Rev: Alt Order #: 06809751 Product Desc: NRSC 2012 Estimate: Flight Dates: 10/02/12 - 10/09/12 Primary AE: Amy McCreary Original Date / Rev: 04/13/12 / 04/17/12 Sales Office: BLPHI **GENERAL** Order Type: Sales Region: National Name: Strategic Media Services, Inc. Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: **Broadcast** 3299 K St. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% National Republican Senatorial Comir Advertiser Name: A35+ Demographic: New Business Thru: Product Codes: PLI2,PLI1 Order Separation: 00:15:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

BIIi	Plan
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Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	115	\$84,650.00	\$71,952.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	115	\$84,650.00	\$71,952.50	0.00
Totals	115	\$84.650.00	\$71,952,50	0.00

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	31%	\$84,650.00
Market	100%	\$273,064.52

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$84,650.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$46,420.97
KTUD	1%	\$2,730.65
KVVU	17%	\$46,420.97
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,191.94

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	10/03/12	10/05/12	M-F 6-7a WakeUp	w/Wa@M	6-7a	WTF	:30	3	\$700.003	0.00 NM	3	\$2,100.00
				,	M-F 6-7a WakeUp	w/Wagners								
		NEWS												
		<u>Star</u>	t Date <u>I</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	W	eek: 10/0	1/12	10/07/12	~~WTF	3	\$700.00	0.00				`		

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Advertiser:

National Republican Senatorial Committe

Alt Order #:

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Product Desc:

NRSC 2012

KSNV

Flight Dates:

10/02/12 - 10/09/12

Estimate:

Ln (Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 K	KSNV	10/03/1:	2 10/05/12	M-F 6-7a WakeU M-F 6-7a WakeU		6-7a	WTF	:30	3	\$700.003	0.00 NM	3	\$2,100.00
N	EWS												
Was	<u>Start</u> ek: 10/0	<u>Date</u>	End Date 10/07/12	<u>Weekdays</u> ₩TF	Spots/Week 3	<u>Rate</u> \$700.00	Rating 0.00						
				M-F 6-7a WakeU		6-7a	MT	:30	2	\$700.003	0.00 NM	2	\$1,400.00
	.0111	10,00,1	10/00/12	M-F 6-7a WakeU		V 14	771	.0,0	_	ψ/ σο. σσο	0.00 1111	_	φτ ₁ 400.00
N	EWS												
Mar		Date	End Date	<u>Weekdays</u> MT~~~~	Spots/Week	<u>Rate</u>	Rating						
	ek: 10/0		10/14/12	Today Show	CM 2	\$700.00 658a-9am	0.00 MT	:30	4	\$900.001	0.00 NM	,	\$3,600,0
. J r	(OIVV	10/00/1/	2 10/09/12	Today Show	OW	030a-saiii	1411	.50	-1	φ900.001	O.OO INIM	4	φο,ουυ.υ
T	ODAY S	SHOW		·	2X PER	RDAY							
		<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	ek: 10/0		10/14/12	MT	CM		0.00	.20		¢000 004	O OO NIRA	_	# 5 400 0
:4 r	/SINA	10/03/1/	2 10/05/12	Today Show Today Show	СМ	658a-9am	WTF	:30	6	\$900.001	0.00 NM	6	\$5,4 0 0.0
Ţ	ODAY S	WOH		roday onon	2X PER	RDAY							
		<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
	ek: 10/0		10/07/12	WTF	6	\$900.00	0.00						
5 k	KSNV	10/03/1	2 10/05/12	M-F Today Show M-F Today Show		9-10a	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.0
т,	ODAY S	SHOW		W-F Today Show	11								
-		Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 10/0	1/12	10/07/12	WTF	3	\$425.00	0.00						
56 k	KSNV	10/08/1	2 10/09/12	M-F Today Show		9-10a	MT	:30	2	\$425.001	0.00 NM	2	\$850 .0
-y-,	ODAY S	SHUM		M-F Today Show	[,]								
		Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 10/0		10/14/12	MT	2		0.00						
E 7 k	KSNV	10/08/1	2 10/09/12	M-F Today Show	III 4th 18M	10am-11am	MT~~~~	:30	2	\$325.001	0.00 NM	2	\$650.0
•••				Today 4th Hour									
1	ODAY S	: Date	End Date	Weekdays	Spots/Week	Rate	Rating					/-	
Wee	ek: 10/0		10/14/12	MT	2	\$325.00	0.00						
			2 10/05/12	M-F Today Show	III 4th IBM		-~WTF	:30	3	\$325.001	0.00 NM	3	\$975.0
				Today 4th Hour									·
T	ODAY S		F1 D-4-	18/(01-0441	m . t-	P ^a 41						
We	<u>Stan</u> ek: 10/0	: <u>Date</u> 1/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$325.00	Rating 0.00						
				Rachael Ray	CM	11am-12pm	WTF	:30	6	\$325.001	0.00 NM	6	\$1,950.0
				Rachael Ray	· · · ·			.00	•	4020.00 1	0.00 (111)	Ĭ	Ψ1,500.0
R	RACHEL												
101-		Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
	ek; 10/0		10/07/12	WTF Rachael Ray	CM 6		0. 00	-20		\$205 004	0.00 NM		@4 200 O
E 10 1	VSINA	10/08/1	2 10/09/12	Rachael Ray	CIVI	11am-12pm	MT	:30	4	\$325.001	0.00 NM	4	\$1,300.0
R	ACHEL			raonaorray									
		<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week		Rating						
	ek: 10/0		10/14/12	MT	4		0.00				,,		
E 11	KSNV	10/08/1	2 10/09/12	5	CM	12-1230pm	MT	;30	2	\$425.001	0.00 NM	2	\$850.0
N	IEWS			Noon News									
•		Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/0		10/14/12	MT	2		0.00						
E 12	KSNV	10/03/1	2 10/05/12	Noon News	СМ	12-1230pm	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.0
A.	IEWO			Noon News									
1/	EWS Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/0		10/07/12	~~WTF~~	<u> </u>		0.00						
			2 10/05/12		CM	1230-1p	WTF	:30	3	\$325.001	0.00 NM	3	\$975

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National Republican Senatorial Committe

Alt Order #:

06809751

Product Desc:

NRSC 2012

Flight Dates:

10/02/12 - 10/09/12

Estimate:

	Ln	Ch	Start	End	Inventory Code		Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
					The Agenda 1230 The Agenda 1230	•								
		AGEND			<u>-</u>	, P 111								
	\٨/	<u>Sta</u> eek: 10/	rt <u>Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$325.00	Rating 0.00						
Ē	~~~			2 10/09/12	The Agenda 1230 The Agenda 1230	pm CM	1230-1p	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
		AGEND			_									
_		eek: 10/		End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	Rate \$325.00	Rating 0.00						
E			10/08/1	2 10/09/12	The Doctors The Doctors	СМ	2pm-3pm	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
			rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					•	
-		eek: 10/		10/14/12	MT	2	\$325.00	0.00						
E		DRS	10/03/1	2 10/05/12	The Doctors The Doctors	СМ	2pm-3pm	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
			rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$325.00	<u>Rating</u> 0.00						
E				2 10/05/12	Dr. Phil	СМ	3-4p	WTF	:30	6	\$450.001	0.00 NM	6	\$2,700.00
		PHIL			Dr Phil									
	W	<u>Sta</u> /eek: 10	<u>rt Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 6	<u>Rate</u> \$450.00	Rating 0.00						
Ē					Dr. Phil Dr Phil	СМ	3-4p	MT	:30	4	\$450.001	0.00 NM	4	\$1,800.00
		PHIL					•							
	W	<u>Sta</u> /eek:10/	<u>rt Date</u> 08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$450.00	Rating 0.00						
E	∃ 19	KSNV	10/08/1	2 10/09/12	News 3 at 4 News 3 at 4	СМ	4-430p	MT	:30	2	\$700.003	0.00 NM	2	\$1,400.00
		NEWS												
_	W	<u>Sta</u> /eek: 10/	<u>rt Date</u> 08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$700.00	<u>Rating</u> 0.00						
E	E 20	KSNV	10/03/1	2 10/05/12	News 3 at 4 News 3 at 4	СМ	4-430p	WTF	:30	3	\$700.003	0.00 NM	3	\$2,100.00
		NEWS												
	W	<u>Sta</u> /eek: 10/	<u>rt Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$700.00	<u>Rating</u> 0.00						
ī					News 3 at 430pm	CM	430-5pm	WTF	:30	3	\$700.003	0.00 NM	3	\$2,100.00
		NEWS			News 3 at 4:30PN	Λ								
			rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
-	_	eek: 10/ KSNV		10/07/12 2 10/09/12	WTF News 3 at 430pm	CM	\$700.00 430-5pm	0.00 MT	:30	2	\$700.003	0.00 NM	2	\$1,400.00
					News 3 at 4:30PN				100	_	41.00.000	0.00 11111	-	Ψ1,400.00
		NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_		eek: 10/		10/14/12	MT	2	\$700.00	0.00					1	
ł	E 23		10/08/1	2 10/09/12	M-F Early News M-F Early News	СМ	5-630p	MT	:30	2	\$1,100.003	0.00 NM	2	\$2,200.00
		NEWS	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Dating						
	W	eek: 10/		10/14/12	MT		\$1,100.00	Rating 0.00						
Ī	E 24		10/03/1	2 10/05/12	M-F Early News M-F Early News	СМ	5-630p	WTF	:30	3	\$1,100.003	0.00 NM	3	\$3,300.00
		NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_		/eek:10/	01/12	10/07/12	WTF	3	\$1,100.00	0.00					Į	
-	E 25	KSNV	10/03/1	2 10/05/12		CM	657-730p	WTF	:30	3	\$1,200.003	0.00 NM	3	\$3,600.°

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Order / Rev:

100292 06809751 Advertiser:

National Republican Senatorial Committe

Alt Order #: Flight Dates:

10/02/12 - 10/09/12

Product Desc: NRSC 2012

KSNV

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount M-F Jeopardy M-F Jeopardy **JEP** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 --WTF--3 \$1,200.00 0.00 10/08/12 10/09/12 E 26 KSNV M-F Jeopardy CM 657-730p MT----:30 2 \$1,200,003 MN 00.0 2 \$2,400.00 M-F Jeopardy .IEP Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----\$1,200.00 0.00 CM E 27 KSNV 10/08/12 10/09/12 M-F Wheel 730-758pm MT----:30 2 \$1,200.003 MM 00.0 2 \$2,400.00 M-F Wheel of Fortune WHEEL Start Date End Date Spots/Week <u>Weekdays</u> <u>Rate</u> Rating Week: 10/08/12 10/14/12 MT-\$1,200.00 0.00 E28 KSNV 10/03/12 10/05/12 M-F Wheel CM 730-758pm ~~WTF--:30 3 \$1.200.003 0.00 NM \$3,600.00 3 M-F Wheel of Fortune WHEEL Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--Week: 10/01/12 10/07/12 3 \$1,200.00 0.00 E 29 KSNV 10/03/12 10/05/12 M-F News 3 at Eleven CM 11pm-1135pm --WTF--:30 3 \$1,100.003 0.00 NM 3 \$3,300.00 M-F News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 --WTF--3 \$1,100.00 0.00 E 30 KSNV 10/08/12 10/09/12 M-F News 3 at Eleven CM 11pm-1135pm MT----:30 2 \$1,100.003 0.00 NM 2 \$2,200.00 M-F News 3 at Eleven **NEWS** Start Date **End Date Weekdays** Spots/Week Rate Rating MT----Week: 10/08/12 10/14/12 \$1,100.00 0.00E 31 KSNV 10/08/12 10/09/12 The Tonight Show 1135p-1237a :30 CM MT----\$450.003 0.00 NM 2 \$900.00 Tonight Show TON SHOW Start Date **End Date** Weekdays Spots/Week Rating Rate MT----Week: 10/08/12 10/14/12 \$450.00 0.00 E 32 KSNV 10/03/12 10/05/12 The Tonight Show 1135p-1237a CM --WTF--:30 \$450.003 0.00 NM 3 \$1,350.00 **Tonight Show** TON SHOW Start Date End Date Weekdays Spots/Week Rate Rating --WTF--Week: 10/01/12 10/07/12 \$450.00 0.00 E33 KSNV 10/03/12 10/03/12 Wed PR 9-10p CM 9-10pm ------:30 \$2,200.003 0.00 NM \$2,200.00 Wednesday Prime 9-10pm PRIME Weekdays Spots/Week Start Date End Date Rating <u>Rate</u> Week: 10/01/12 10/07/12 --W----\$2,200.00 0.00 E 34 KSNV 10/05/12 10/05/12 Fri PR 8-9p CM :30 1 \$1,900.003 8-9pm 0.00 NM \$1,900.00 1 Friday Prime 8-9pm DLINE End Date Weekdays Start Date Spots/Week Rate Rating 10/07/12 ----F--Week: 10/01/12 \$1,900.00 0.00 E 35 KSNV 10/06/12 10/06/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 \$350.003 0.00 NM \$350.00 **News 3 Sunrise SATURDAY BEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ---5-\$350.00 0.00 E36 KSNV 10/06/12 10/06/12 Saturday Today CM 7a-9am ----S-:30 \$600.003 0.00 NM 1 \$600.00 Saturday Today SAT TODAY Start Date **End Date Weekdays** Spots/Week Rating Rate Week: 10/01/12 10/07/12 ----S-\$600.00 0.00 E37 KSNV 10/06/12 10/06/12 \$500.003 CM 9am-930am ----S-:30 0.00 NM \$500.00

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Product Desc:

NRSC 2012

Flight Dates:

10/02/12 - 10/09/12

Estimate:

Start/End Time Days Ln Ch Start End Inventory Code Break Len Spots Rate Pri Rtg Type Spots Amount News 3 Today - SATURD. News 3 Today - SAT **NEWS** Start Date End Date **Weekdays** Spots/Week Rating Rate Week: 10/01/12 10/07/12 ---S-\$500.00 0.00 E38 KSNV 10/06/12 10/06/12 Weekend Jeopardy/Whe@M 657-8pm :30 \$325.003 0.00 NM \$325.00. WKND Jeop/Wheel WH/JEP Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----S-\$325.00 0.00 Sat PR 10-11p 10/06/12 10/06/12 CM E39 KSNV 10-11pm ----5-:30 \$1,000.003 0.00 NM \$1,000.00 Saturday Prime 10-11pm PRIME Spots/Week Start Date End Date Weekdays Rate Rating ----S-Week: 10/01/12 10/07/12 \$1,000.00 0.00 E 40 KSNV 10/06/12 10/06/12 Sa-Su News 3 at ElevenCM 11pm-1135pm :30 \$1.000.003 0.00 NM ----5--\$1,000.00 Sa-Su News 3 at Eleven **NEWS** Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----S-1 \$1,000.00 0.00 E 41 KSNV 10/06/12 10/06/12 Saturday Night Live CM 1130pm-1:02am ----S-:30 1 \$1,400.001 0.00 NM \$1,400.00 Saturday Night Live SNL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----S-\$1,400.00 ____S E 42 KSNV 10/07/12 10/07/12 News 3 Sunrise - SUND&M 6a-7a :30 \$350.003 0.00 NM 1 \$350.00 News 3 Sunrise SUNDAY WAKE UP Start Date **End Date Weekdays** Spots/Week Rate Rating ----S 10/07/12 Week: 10/01/12 \$350.00 0.00 E 43 KSNV 10/07/12 10/07/12 Sunday Today CM 7a-8am ----S :30 \$500.001 0.00 NM \$500.00 1 Sunday Today SUN TODAY Start Date Spots/Week **End Date Weekdays** Rate Rating Week: 10/01/12 10/07/12 ----S \$500.00 0.00 E44 KSNV 10/07/12 10/07/12 Meet the Press CM 8a-9am ----S :30 1 \$1,300.001 0.00 NM \$1,300.00 Meet the Press MTP Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----5 \$1,300.00 0.00 E 45 KSNV 10/07/12 10/07/12 News 3 Today Wknd . CM 9a-930am -----:30 \$500.001 0.00 NM \$500.00 News 3 Today **NEWS** Spots/Week End Date Weekdays Rating Start Date Rate Week: 10/01/12 10/07/12 ---5 \$500.00 0.00E 46 KSNV 10/07/12 10/07/12 Chris Matthews 9:30AM SM 9:30a-10a ----S :30 \$500.001 0.00 NM \$500.00 1 Chris Matthews SUN 9:30am **CHRIS** Spots/Week Start Date **End Date** Weekdays Rating <u>Rate</u> Week: 10/01/12 10/07/12 \$500.00 0.00 E 47 KSNV . 10/07/12 10/07/12 NFL Football CM 1P-9PM ----S :30 \$6,500.003 0.00 NM \$6,500.00 NFL Football NFL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 -----\$6,500.00 0.00 E 48 KSNV 10/07/12 10/07/12 News 3 Live in Prime CM 7-10pm :30 ----S 1 \$1,100.003 0.00 NM \$1,100.00 News 3 in Prime POST GAME NEWS Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/01/12 10/07/12 \$1,100.00 0.00E49 KSNV 10/07/12 10/07/12 CM 11pm-1135pm :30 1 \$1,000.003 0.00 NM \$1,000.00

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Product Desc:

NRSC 2012

KSNV

Flight Dates:

10/02/12 - 10/09/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	i Rtg Type 8	Spots	Amount
			Sa-Su News 3 at	Eleven								
			Sa-Su News 3 at	Eleven						·		
NEWS	3									_		
<u>St</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10	0/01/12	10/07/12	S	1	\$1,000.00	0.00						
E 50 KSNV	/ 10/03/1	2 10/05/12	Face to Face w/ I	RalstonCM	630-657pm	WTF	:30	2	\$900.001	0.00 NM	2	\$1,800,00
			Face to Face w/	J.Ralston						1	,	. ,
FACE												
<u>S1</u>	tart Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10	0/01/12	10/07/12	WTF	2	\$900.00	0.00						
E 51 KSNV	/ 10/03/1	2 10/04/12	Wake Up Early w	/Wagn@M	430a-5a	WT	:30	1	\$200.001	0.00 NM	1	\$200.00
			Wake Up Early V	Vagners								
EARL'	Y TODAY		, ,	Ū								
· <u>S</u> 1	tart Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10	0/01/12	10/07/12	WT	1	\$200.00	0.00						
										Totals	115	\$84,650.00